

FOLDABLE PROMOTIONAL ADVERTISING PAPER HAT

Cross-Reference to Related Applications

This application relates to and claims priority from Provisional Application No. 60/435,681, filed December 23, 2002.

Field of the invention

The present invention relates to caps and, in particular to a flat cap blank made out of paper-like material, which the wearer of the cap can easily form into a wearable cap, with the main purpose of the cap being its simple three panel design, complete adjustability for any sized head, and printability for advertisement and

Background for the Invention

This disposable hat evolved out of the need for an inexpensive and easy to construct cap that can fit every sized head, helps block sun from the eyes, and also employs a large amount of surface area for printing with advertisements. This design differs from existing disposable paper hats by comprising all three of the following attributes: it is very inexpensive to manufacture, it is very simple to construct due to its simple three panel design, it can fit any sized wearers head, and it also has a large surface area for advertising. These three things allow this design to be ideal for its primary purpose of being an inexpensive, durable, and useful advertising tool for distribution at outdoor events.

Summary of the Invention

The present invention is a folding cap constructed of stiffly flexible paper-like material. The material comprises a top panel forming the main portion of the cap, or crown, where the wearer's head goes, two side panels which fit snugly to the wearer's head with hook and latches on the ends which create a fully adjustable closure mechanism in the rear of the cap to fit every size head, and a brim to block the sun from the wearers eyes. The invention is directed to be an inexpensive, simple, disposable cap, with its main purpose acting as a large, easily distributable and viewable, and

unobstructed advertising space. The cap also provides great protection from the sun, while not compromising its main purpose of providing very sufficient advertising space to be printed on. The cap also has the ability to have coupons printed on the in-or outside of the side panels, so that the wearer can remove those coupons when disposing of the cap and redeem them with the said advertiser of the cap.

The cap fits any wearer's head simply and very well, due to the fully adjustable nature of the cap. The cap will very much resemble a common baseball cap that is on the market today, in a disposable manner that is completely constructed by the wearer from a flat, inexpensive, piece of die-cut card stock paper. However, the intention or dispensing the cap will be to advertise on a device that is easily constructed by the wearer, rather than to be dispensed for its actual usefulness.

The cap provides an inexpensive method for companies to widely advertise, makes potential clients happy to have their product, and fits snugly, stylishly, and comfortably for all wearers, no matter their size. This concept directly relating to the idea that the caps main purpose is for advertisement, and therefore, will predominantly be passed out for free by advertising companies. It's stylish and useful ball cap design will make potential clients want to wear the cap, giving the advertiser a good deal of attention.

Another main purpose of the cap being constructed of a single sheet of paper is not only the inexpensive nature of the production since it is normally a give away, but it's inexpensive and ease of shipment from the print shop to the client or event where the cap will be used. Hundreds of caps can be packaged and shipped in the same containers, allowing for costs to be kept to a minimum.

Brief descriptions of the drawings

Figure 1:

Is an overhead perspective view of the present invention shown in a fully folded and secured state.

Figure 2:

Is a side perspective view of the material of the foldable paper cap of the present invention shown in a folded state, with both Panel B and C secured to Panel A. You can also view the fold of the hat.

Figure 3:

Is a front perspective view of the foldable paper cap of the present invention shown fully folded and secured in the rear.

Figure 4:

Is a side perspective view of the foldable paper cap of the present invention fully folded and secured in the rear.

Figure 5:

Is a Rear perspective view of the present invention fully folded and showing how the securing devices work.

Figure 6:

Is a view of the clasp mechanisms and how they work, of the present invention.

Figure 7:

Is a top plan view of a single piece of the paper material of the foldable cap of the present invention shown in an unfolded state.

Detailed description

The invention disclosed in this application relates to disposable advertisements that take the form of a useful ball cap. More importantly, these advertising caps are fully adjustable and can and will fit any head size. The existing inventions that are on the market are very complex and have many panels in their creation, which not only make the caps difficult to construct and not able to achieve exact fit of all head sizes, but impossible to advertise on. The present invention has a great advantage over the existing inventions in that it only is composed of three panels, two thin side panels and a large top panel. The simplicity of the construction makes the present invention much easier for the wearer to construct and use no matter what their size is. Because of the limited panels and the large flat center panel, the present invention allows for a great deal of

advertisement on the cap. Another great advantage the present invention has over existing inventions is it's simple and straightforward clasping mechanism. The design of the invention and clasping mechanism allow for the cap to easily fit a large variety of head sizes, from infant to large adult. This feature is one that is not found on any existing invention, and creates a product that is very unique since heads of all sizes can adjust the caps to exactly fit to their head.

Presently there are limited ways for advertisers to get their brand to the people in a very inexpensive and disposable method. There are also large shipping costs, production costs, warehouse costs, distribution costs, and other costs relating to advertising products currently on the market. The invention at hand has low shipping and production costs, it takes up very limited storage space, and the distribution can be as simple as adding the simple task to be preformed by people already working.

The general idea of the cap is for the wearer to receive the cap at an event as a flat sheet of material that has already been cut to the specs that will later follow in the description. The wearer will then be required to perform the simple construction of the cap, giving the said advertiser approximately 30 second of direct advertising time. To construct the cap, all the wearer is required to do is insert the two ends of the side panels into the bottom of the center panel, depending on the wearers desired size to fit their head. This non-complex three-piece design makes it very understandable for the average person, and also differs the cap from existing inventions. The structural difference of the cap allows it to fit head sizes from infant up to adult. Once simply constructed, when the wearer places the constructed cap on their head, there is an endless amount of secondary advertising space for the company who has chose to place their advertisement on the cap.

Referring to the presented Figures. 1-7 of the invention at hand, generally referred to as the "invention" in the following descriptions, is shown in both fully folded states (Figures 1-6,) and a fully unfolded, flat state from a top view (Figure 7.) The invention is constructed from a single sheet of a semi-rigid, foldable and printable material such as a stiffly flexible paper-like material such as for example eighty-pound test Xerox paper. In many cases the invention can be constructed out of any printable material such as a plastic sheet or any other material suited for the intended advertising purpose and functional purpose of the invention at hand. The invention at hand can also be made

water repellent by many different methods. The main purposes of the invention at hand being its ability to be simply constructed, fit every head size, and act as a large advertising space. The cap can be printed on both top and bottom of all panels, with panels B and C being able to be torn off after the invention's use and redeemed as coupons that have been printed on the inside of the invention. Existing inventions are very complex with many panels, not allowing for ease of construction, exact fit, nor clear advertisement.

The dimensions of the cap are as follows: in the unfolded state the hat has a flat length of 14 ½" and width of 8 ½". The constructed hat is approximately 11 ½ inches by 8 inches at its widest points.

Figure 1: This is an overhead view of the invention at hand that displays what the invention looks like when the invention has been constructed; you will notice its simplicity with only three panels. It shows the shape of the invention and the way the center (Panel A) of the invention and the side panels (Panel B and C) split once the invention has been constructed. It also shows how the side bands (Panels B and C) flare out and away from Panel A when the invention when it has been constructed. You can see how both slices 1 and 2 are located on the front of Panel A and where Fold 1 is situated at the very front of Panel A. The figure also shows clearly the vast amount of advertising space on the surface of the cap.

Figure 2: This is a perspective view of the constructed invention at hand that shows what the invention looks like from a side view. Fold 1 is located on the front of Panel A, which allows for the invention to make a more rounded shape to fit on a head. The figure also shows how the Panels B and C wrap around the back of the invention and are stuck into the invention as described in figures 5 and 6. The figure displays how Slices 1 and 2 on the front of Panel A separate Panels B and C from Panel A when the hat is constructed. The extra closure adjustment slices for small heads are also viewable on the back of Panel C in this view. The functionality of Fold 1 is also very prominent in this figure. The figure also shows the vast amount of advertising space available on both the top and sides of the Invention.

Figure 3: This is a view from the front of the invention at hand. You will notice Slices 1 and 2 on the front of Panel A that separate Panel A from Panels B, and C

allowing for a better fit to the users head. You will also notice how the Panels B and C create a rounded effect when the hat is constructed and panels B and C are latched into their fitting locations in the clasps show in figures 6.1, 6.2, 6.3, 6.4, or 6.5, allowing for a better fit to the head. The figure shows how when the invention is constructed, it also creates a rounded effect on the bottom of Panel D. The figure shows very well how Fold 1 in the front of the Panel A is very prominent, allowing for Panel A to create a well rounded head space and a good fit to the users head.

Figure 4: This figure shows what a constructed invention at hand looks like from a side view. You can see how Panels B or C create a side band that fits in a round fashion to the side of the wearer's head. In this view they are attached to the clasps as described in Figure 6. The figure also shows how Panel A creates a round effect when the hat has Panels B and C attached to it as shown in Figure 6. The effectiveness of Slices 1 and 2 and Fold 1 are easily viewable as well.

Figure 5: This is a view from the back of the constructed invention at hand. In this view you can see how Panel A is bent at Fold 1 creating a rounded space for the head, while Panels B and C are latched into one of the many personalized fit slits as shown in Figure 6. You can view the many slits located on the back of Panel A in the present said invention. There are numerous slits for larger hats, as well as the many slits that are on Panel C for construction of a smaller cap. You can also view how the closure system looks (Latch 1 and 2), and how it will fit into the one of the many slits to easily create a personalized fit.

Figure 6: In this view you can see how the closure system works of the invention at hand. There will be two latches on Panels B and C that will slide into one of the many slits on the back of Panel A as shown in 6.1 and 6.3. The hook on Panel B or C is inserted into one of the 1-1/4" slits in the back of Panel A as shown in Figures 6.2 and 6.4 depending on the wearers preferred size. If the wearer has a smaller head, then the hook on Panel C is inserted across to the right side of the back of Panel A as seen in 6.5. The hook on Panel B is then inserted into one of the slits on the end of Panel C (Figures 6.5) depending on the wearers preferred size.

Figure 7: This figure shows what the invention at hand looks like when it is not constructed, viewed from the top. It shows how Main Cut 1 and Main Cut 2 create Panels

A, B, C, and D. It also shows where Slices 1 and 2 are located. You will also see Fold 1 on the front of Panel A. The closure system is also very easily viewable in this figure. You can also get a good idea of how many of the inventions can be packed together in small fashion and shipped inexpensively.